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### Fax Cover Sheet

DATE: 6/3/03	SUBJECT: USSN 09/282,764
TO: Examiner Champagne	FROM: James K. Weixel (by M.Anza)
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Number of pages including cover sheet: 17

FAX RECEIVED

Re: USSN 09/282,764  
Atty. Docket No. 99-808RCE1  
Filed: 3/31/99  
Title: TARGETED BANNER ADVERTISEMENTS  
Inventors: Jay Ponte et al.

JUN 06 2003

GROUP 3600

Pursuant to Examiner Donald Champagne's conversation this date with Brian Ledell regarding the referenced patent application, I am attaching a copy of my After Final submission of April 22, 2003 and a copy of the postcard receipt for that submission, stamped April 28, 2003.

Please contact me at 781-466-2220 in the event of additional questions. We look forward to your review of the referenced amendment.

Thank you.

### CERTIFICATION OF FACSIMILE TRANSMISSION

I hereby certify that the following papers are being facsimile transmitted to the Patent and Trademark Office at (703) 872-9327 on the date shown below:

6/3/03  
Date

Mary Anza  
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RECEIVED IN THE U.S. PATENT & TRADEMARK OFFICE

In re. Patent Application of Jay Ponte et al., SN 09/282,764, filed 3/31/99 for  
TARGETED BANNER ADVERTISEMENTS consisting of:

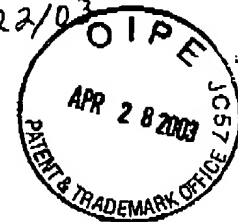
AMENDMENT WITH CERTIFICATE OF MAILING & DEPOSIT ACCOUNT  
AUTHORIZATION (15 Pages); FORM PT0/SB/122 (1 Page).

99-808RCE1

JKW:ma

Date:

4/22/03



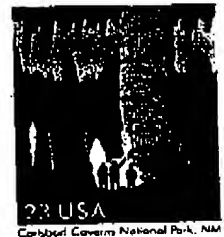
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GROUP 3600

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31



**EXPEDITED PROCEDURE REQUESTED UNDER 37 CFR § 1.116**

Serial No.: 09/282,764

**CERTIFICATE OF MAILING UNDER 37 CFR § 1.8(a)**

I hereby certify that this Amendment is being deposited with the United States Postal Service on this date, 4/22/03, with sufficient postage as first class mail/priority mail addressed to the Assistant Commissioner for Patents, Washington, D.C. 20231.

Mary E. Anza

(typed or printed name of person mailing paper)

Mary E. Anza

(Signature of person mailing paper)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of:	) Customer No. 32127
Jay Ponte et al.	)
Serial No.: 09/282,764	) Group Art Unit: 3622
Filed: March 31, 1999	)
For: TARGETED BANNER	) Examiner: D. Champagne
ADVERTISEMENTS	)
	) Atty. Docket No. 99-808RCE1
	)
	)

Box AF  
Commissioner for Patents  
Washington, D.C. 20231

Sir:

**AMENDMENT AFTER FINAL**

In reply to the Final Office Action of February 26, 2003, and pursuant to 37 C.F.R. § 1.116, Applicants propose that this application be amended as follows: